

FIG. 1

FIG. 2

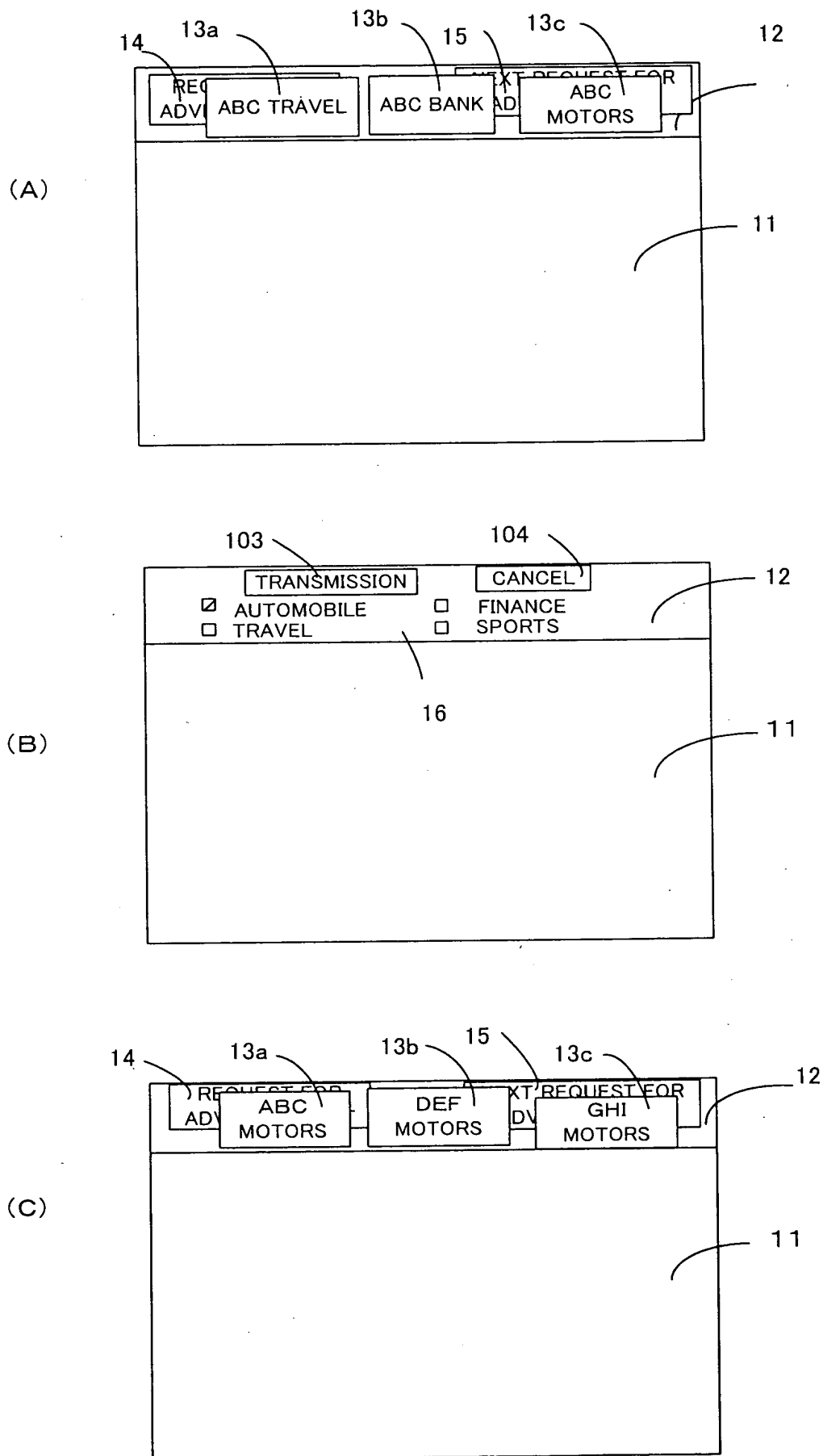


FIG. 3

(A)

<input checked="" type="checkbox"/> HOBBY	<input type="checkbox"/> HEALTH
<input type="checkbox"/> BUSINESS	<input type="checkbox"/> LIFE

16

11

(B)

<input checked="" type="checkbox"/> SPORTS	<input type="checkbox"/> AUTOMOBILE
<input type="checkbox"/> TRAVEL	<input type="checkbox"/> FISHING

16

11

(C)

<input type="checkbox"/> BASEBALL	<input type="checkbox"/> SOCCER
<input type="checkbox"/> TENNIS	<input type="checkbox"/> RUGBY

16

11

FIG. 4

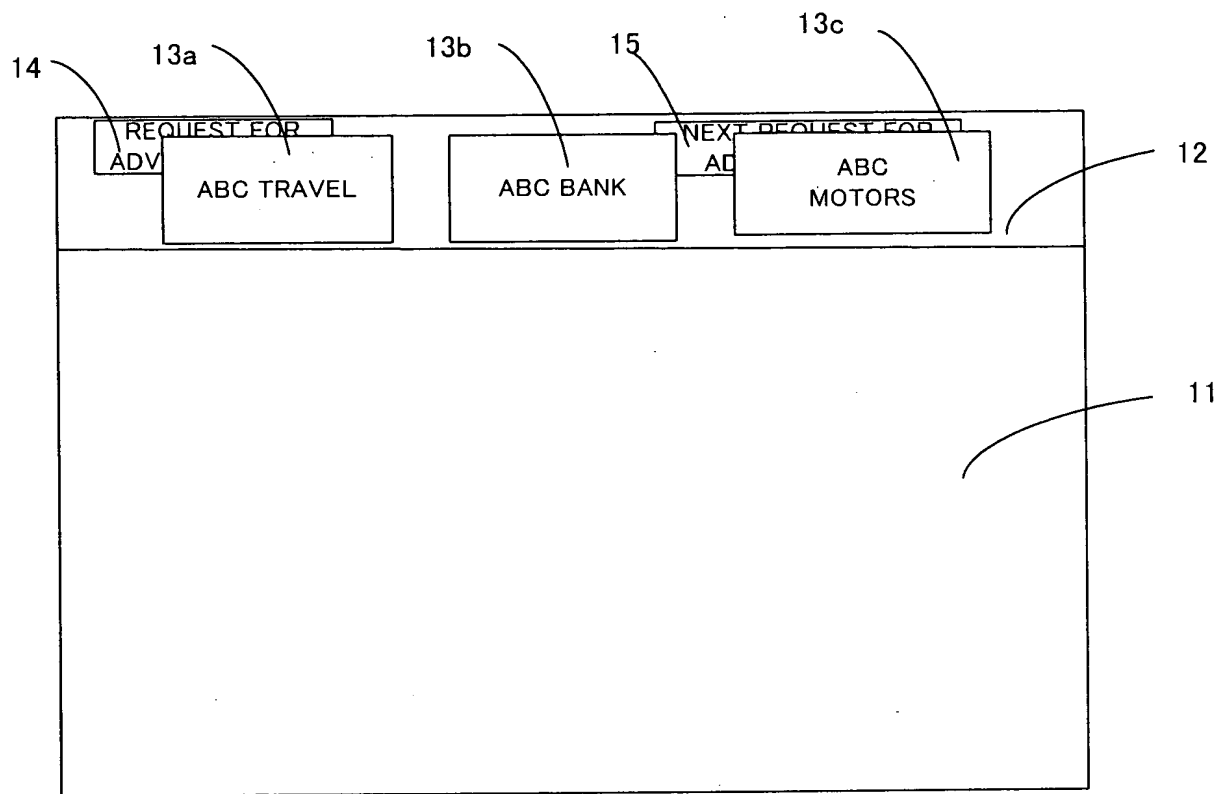


FIG. 5

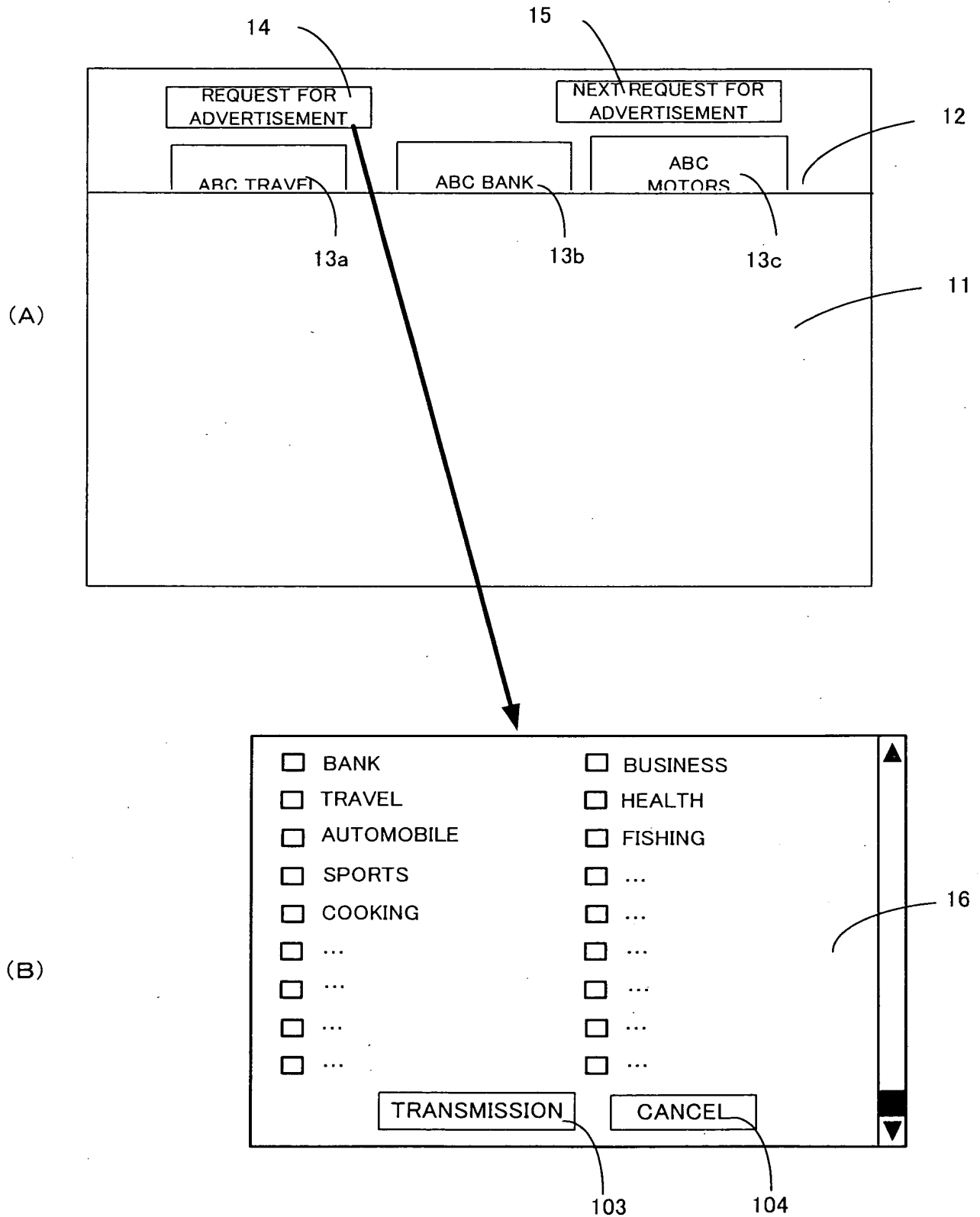


FIG. 6

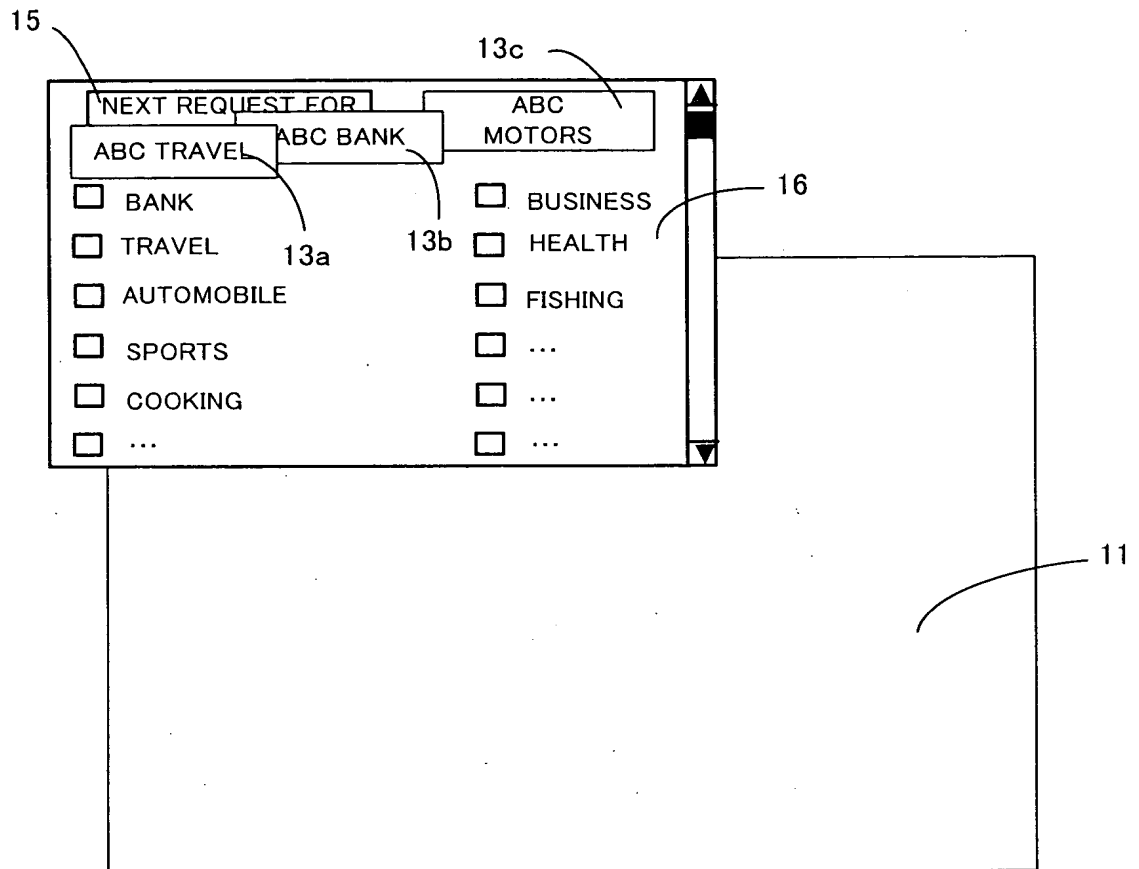
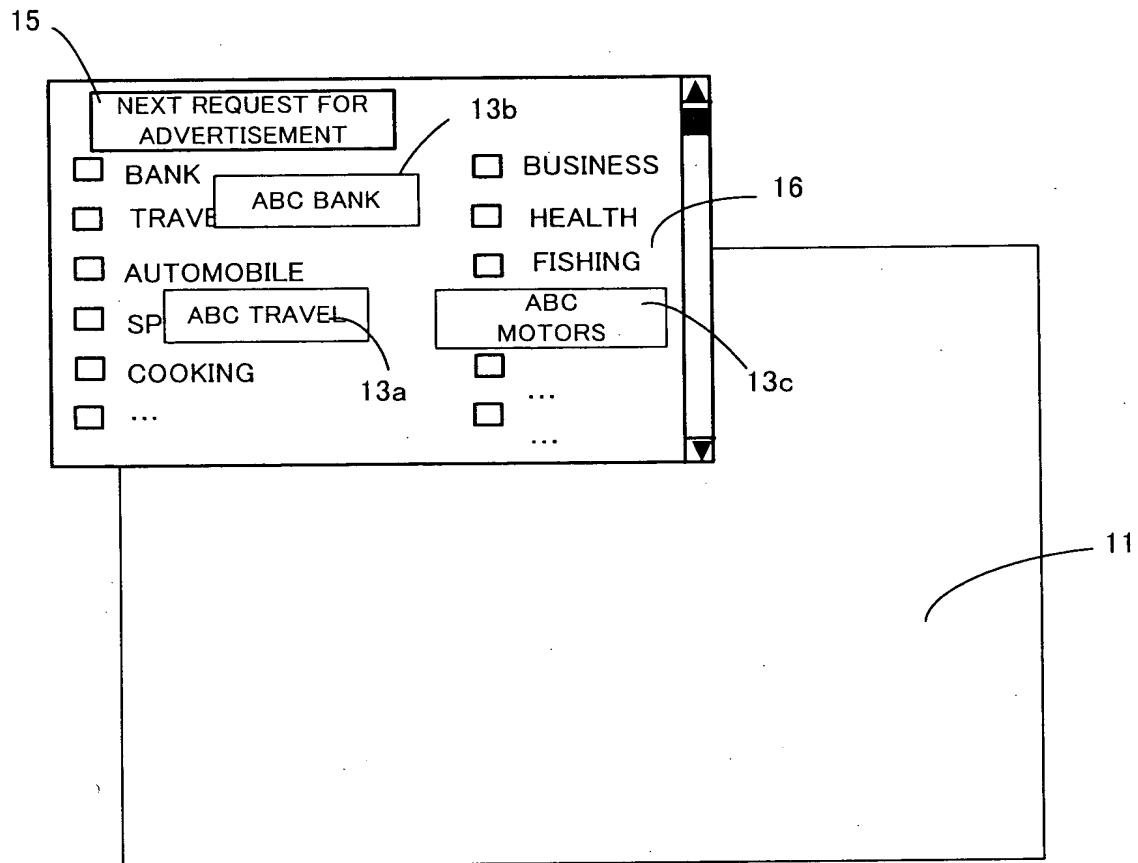


FIG. 7



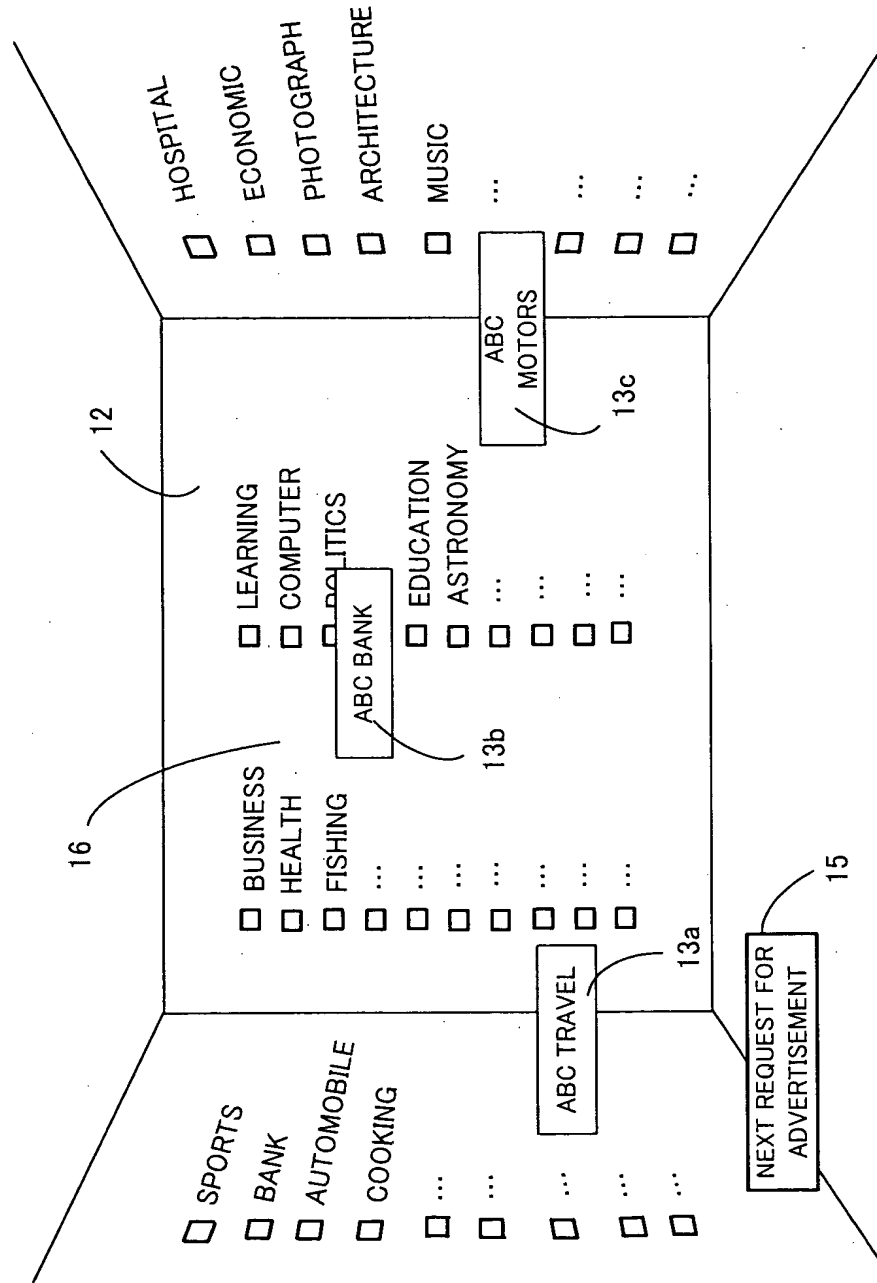
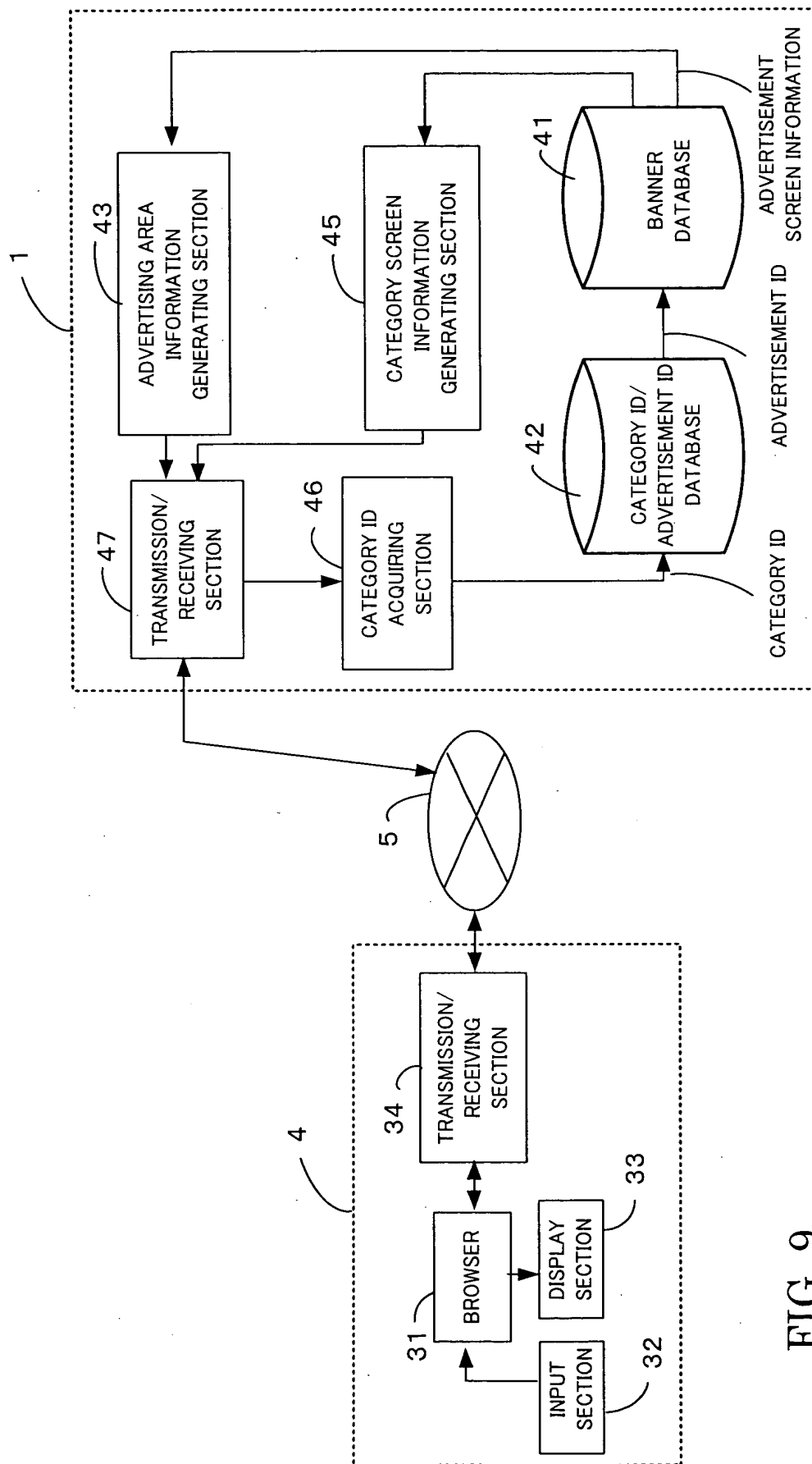


FIG. 8





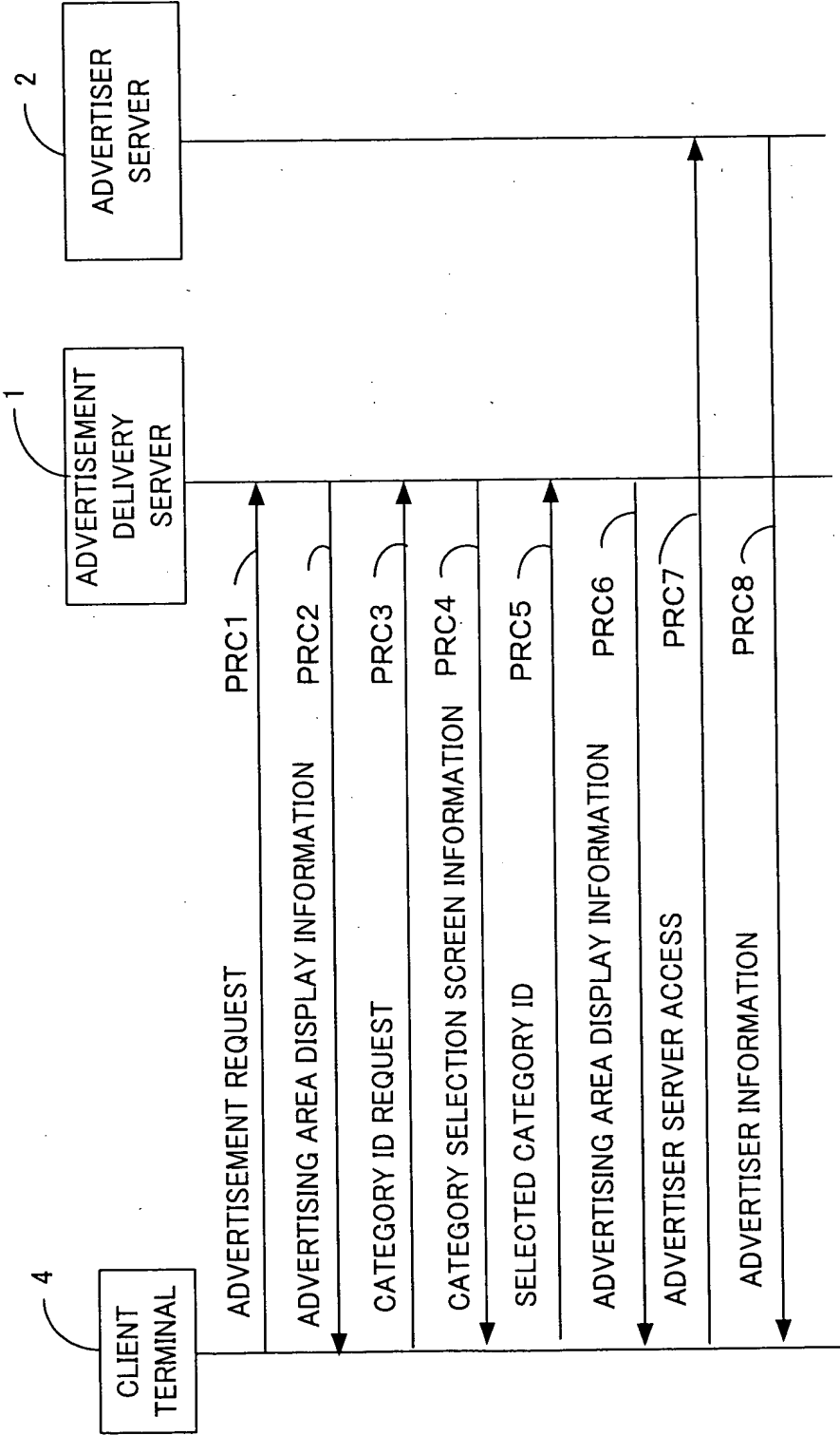


FIG. 10

FIG. 1 1

Advertisement ID	Advertisement Name	Advertisement Contents Information	Advertiser's Web Page Address
1	ABCTravel	travel01.gif	<a href="http://ABCtravel.com">http://ABCtravel.com</a>
2	ABC Bank	bank01.gif	<a href="http://ABCbank.com">http://ABCbank.com</a>
3	ABC Motors	car01.gif	<a href="http://ABCmotor.com">http://ABCmotor.com</a>
4	DEFTTravel	travel02.gif	<a href="http://DEFtravel.com">http://DEFtravel.com</a>
5	DEF Motors	car02.gif	<a href="http://DEFmotor.com">http://DEFmotor.com</a>
6	ABCSports	sport01.gif	<a href="http://ABCsport.com">http://ABCsport.com</a>
7	DEF Bank	bank02.gif	<a href="http://DEFbank.com">http://DEFbank.com</a>
8	GHI Motors	car03.gif	<a href="http://GHImotor.com">http://GHImotor.com</a>
9	DEFSports	sport02.gif	<a href="http://DEFsport.com">http://DEFsport.com</a>

FIG. 1 2

Advertisement ID	Advertisement Contents Information	Advertiser's Web Page Address
1	travel01.gif	<a href="http://ABCtravel.com">http://ABCtravel.com</a>
2	bank01.gif	<a href="http://ABCbank.com">http://ABCbank.com</a>
3	car01.gif	<a href="http://ABCmotor.com">http://ABCmotor.com</a>
4	travel02.gif	<a href="http://DEFtravel.com">http://DEFtravel.com</a>
5	car02.gif	<a href="http://DEFmotor.com">http://DEFmotor.com</a>
6	sport01.gif	<a href="http://ABCsport.com">http://ABCsport.com</a>
7	bank02.gif	<a href="http://DEFbank.com">http://DEFbank.com</a>
8	car03.gif	<a href="http://GHImotor.com">http://GHImotor.com</a>
9	sport02.gif	<a href="http://DEFsport.com">http://DEFsport.com</a>

FIG. 13

[illegible]

FIG. 14

[illegible]

FIG. 15

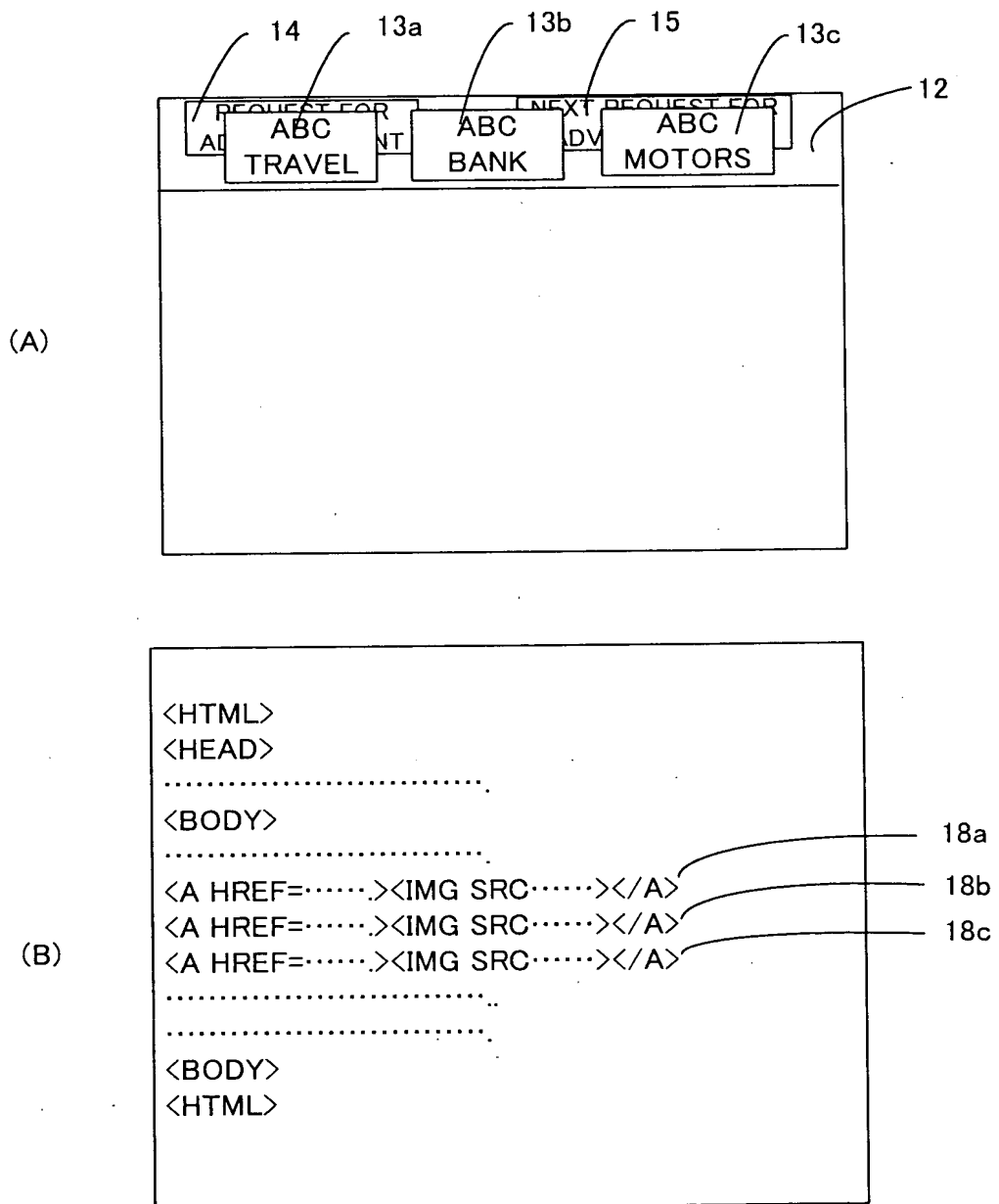


FIG. 1 6

Advertisement ID	Advertisement Name	Category ID	Category Name	Advertisement Contents Information	Advertiser's Web Page Address
1	ABC Travel	2	Travel	travel01.gif	<a href="http://ABCtravel.com">http://ABCtravel.com</a>
2	ABC Bank	3	Finance	bank01.gif	<a href="http://ABCbank.com">http://ABCbank.com</a>
3	ABC Motors	1	Automobile	car01.gif	<a href="http://ABCmotor.com">http://ABCmotor.com</a>
4	DEF Travel	2	Travel	travel02.gif	<a href="http://DEFtravel.com">http://DEFtravel.com</a>
5	DEF Motors	1	Automobile	car02.gif	<a href="http://DEFmotor.com">http://DEFmotor.com</a>
6	ABC Sports	4	Sports	sport01.gif	<a href="http://ABCsport.com">http://ABCsport.com</a>
7	DEF Bank	3	Finance	bank02.gif	<a href="http://DEFbank.com">http://DEFbank.com</a>
8	GHI Motors	1	Automobile	car03.gif	<a href="http://GHImotor.com">http://GHImotor.com</a>
9	DEF Sports	4	Sports	sport02.gif	<a href="http://DEFsport.com">http://DEFsport.com</a>

FIG. 1 7

Advertisement ID	Category ID	Advertisement Contents Information	Advertiser's Web Page Address
1	2	travel01.gif	<a href="http://ABCtravel.com">http://ABCtravel.com</a>
2	3	bank01.gif	<a href="http://ABCbank.com">http://ABCbank.com</a>
3	1	car01.gif	<a href="http://ABCmotor.com">http://ABCmotor.com</a>
4	2	travel02.gif	<a href="http://DEFtravel.com">http://DEFtravel.com</a>
5	1	car02.gif	<a href="http://DEFmotor.com">http://DEFmotor.com</a>
6	4	sport01.gif	<a href="http://ABCsport.com">http://ABCsport.com</a>
7	3	bank02.gif	<a href="http://DEFbank.com">http://DEFbank.com</a>
8	1	car03.gif	<a href="http://GHImotor.com">http://GHImotor.com</a>
9	4	sport02.gif	<a href="http://DEFsport.com">http://DEFsport.com</a>

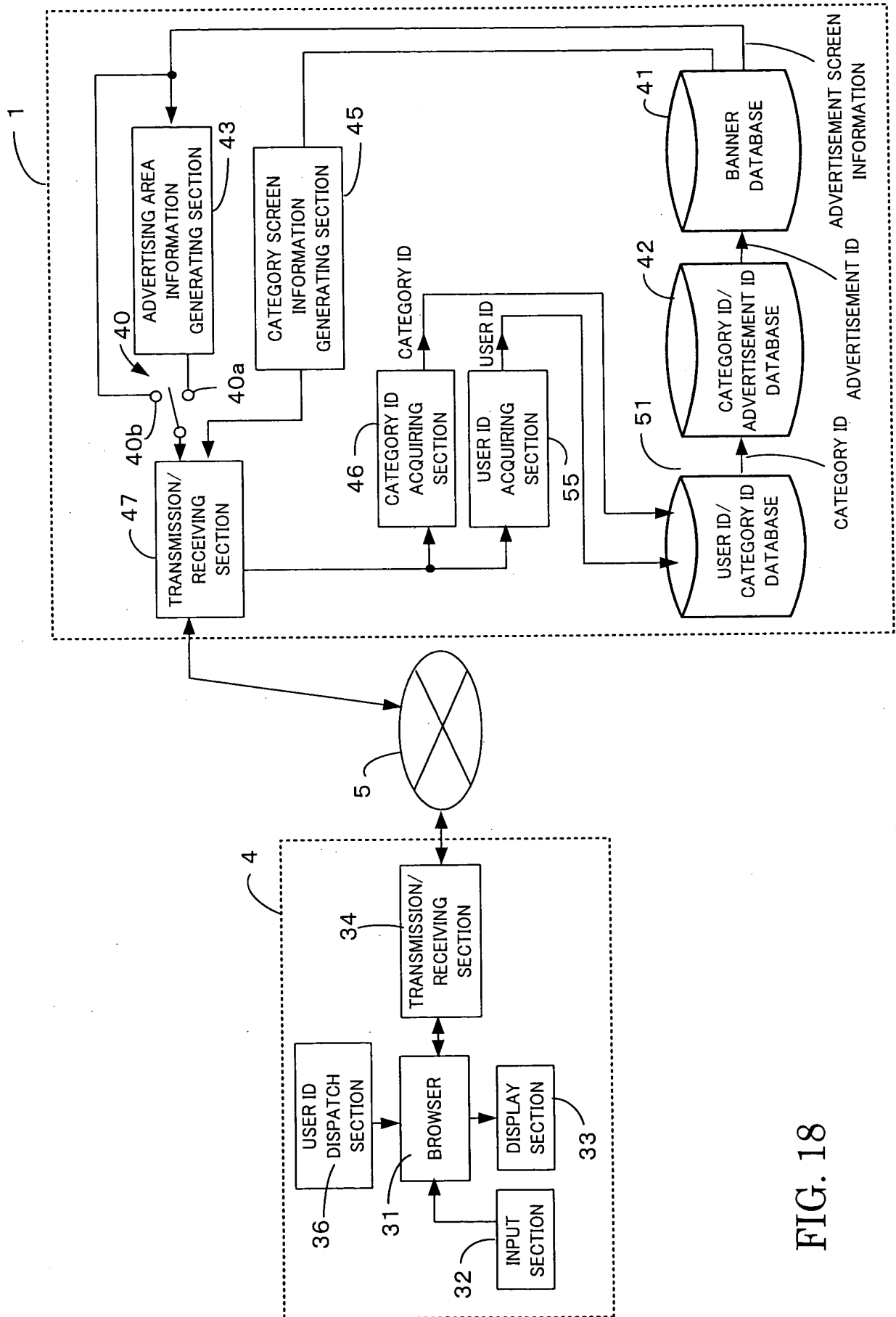


FIG. 18

FIG. 19

User ID	User Name	Selected Category ID	Category ID
1	SUZUKI	Automobile	1
2	SATO	Travel	2
3	TANAKA	Automobile, Finance	3,4,
4	FUKUDA	Sports	4

FIG. 20

User ID	Category ID
1	1
2	2
3	3,4
4	4



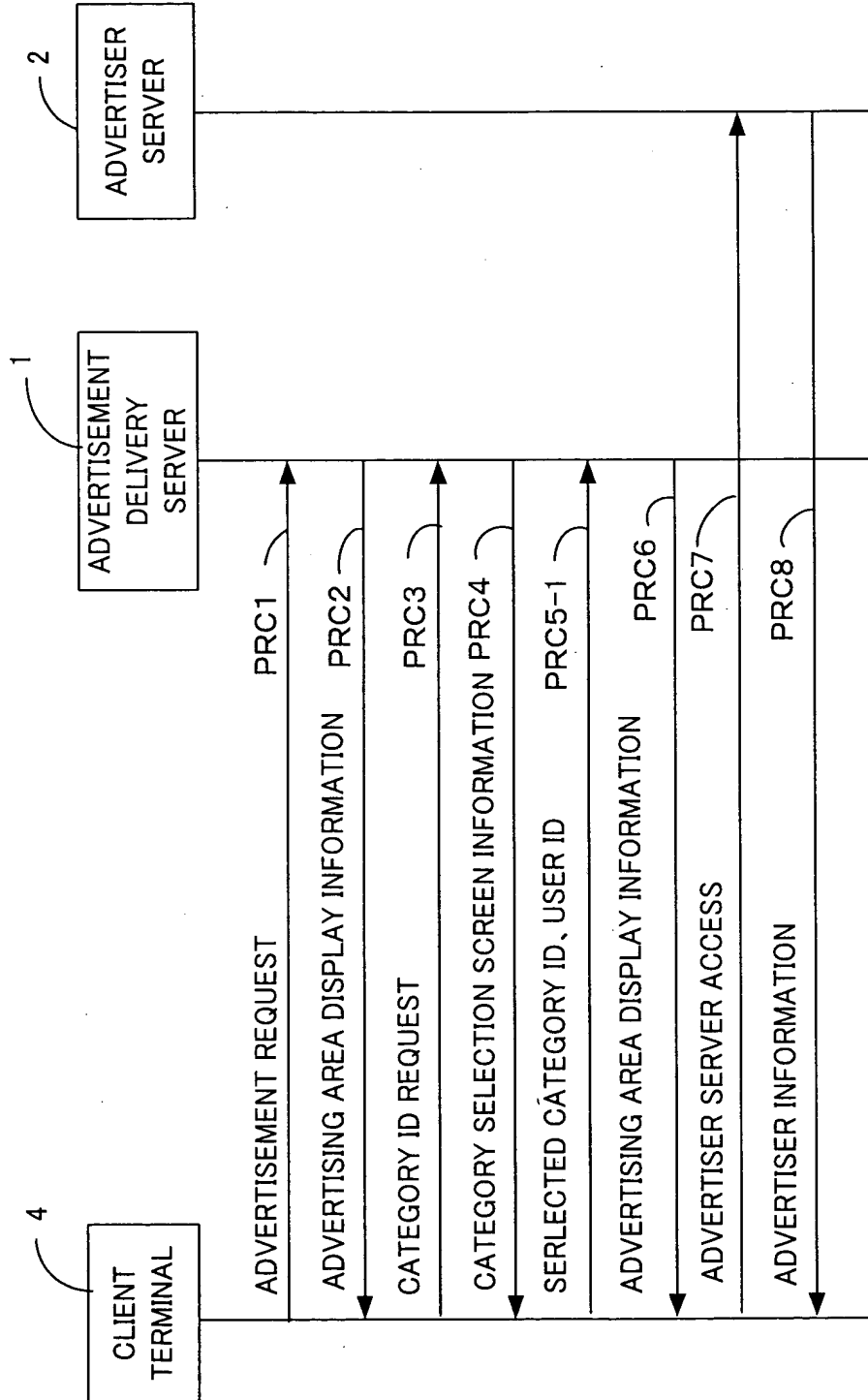


FIG. 21

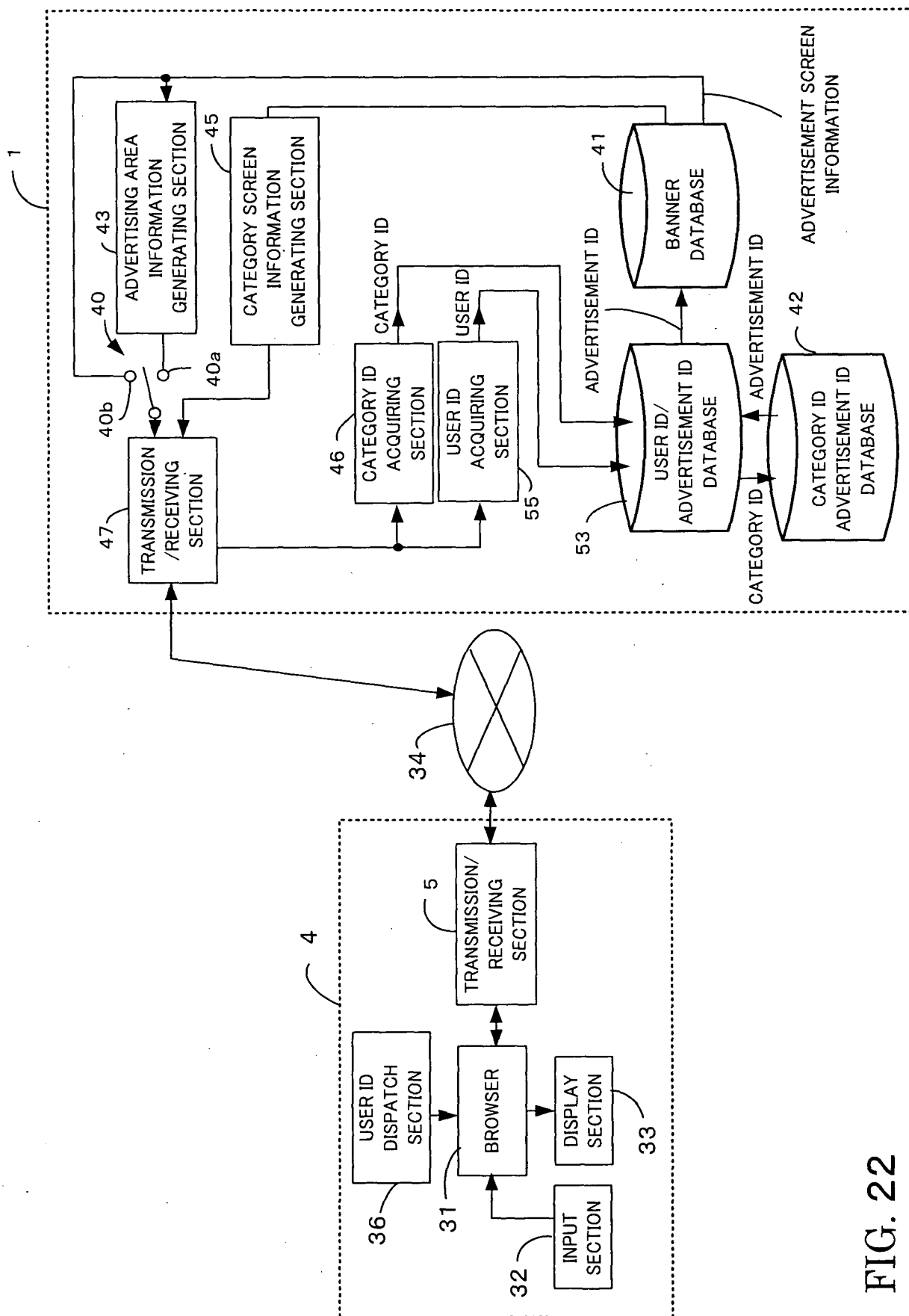


FIG. 22

[illegible][illegible]

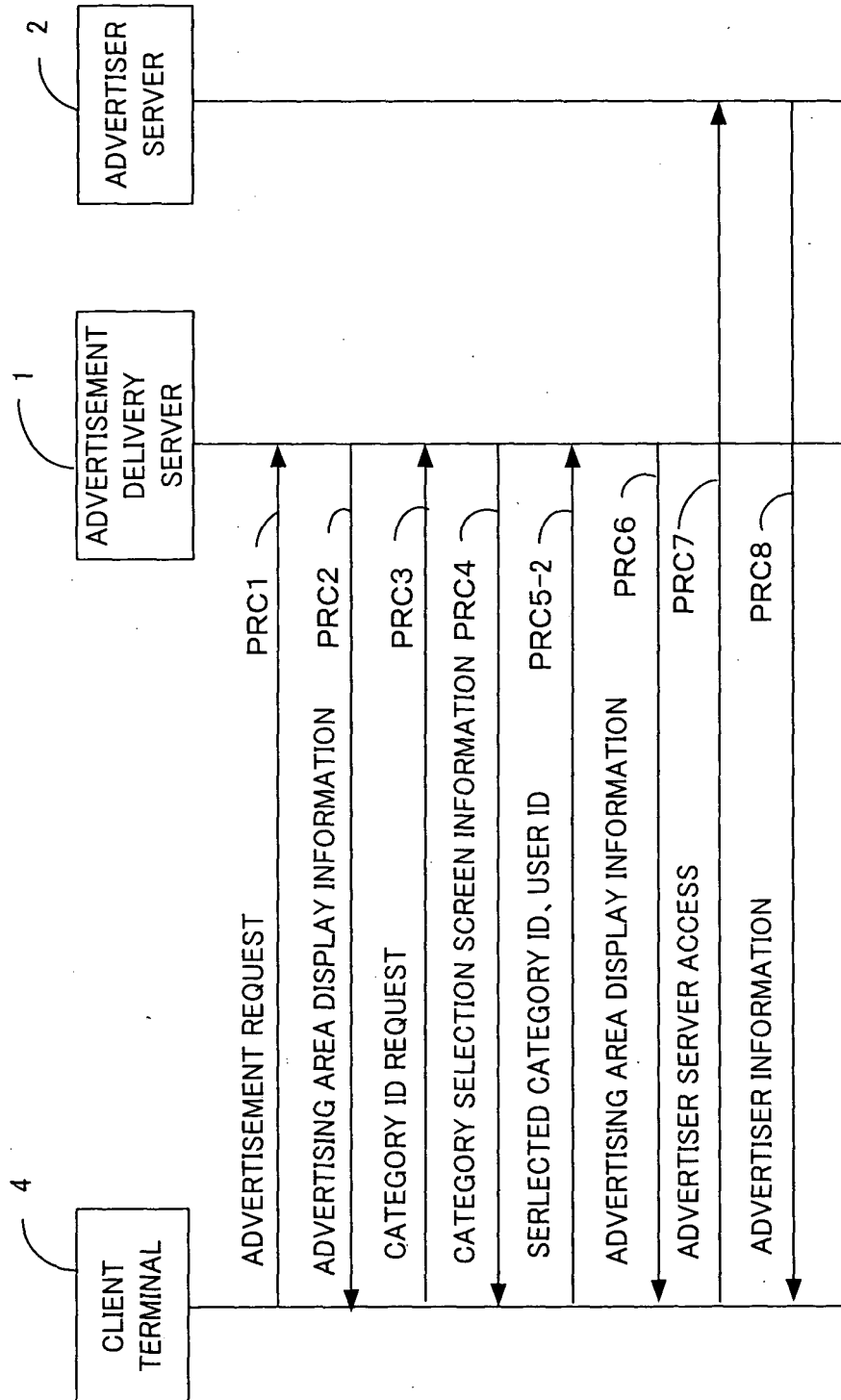


FIG. 25

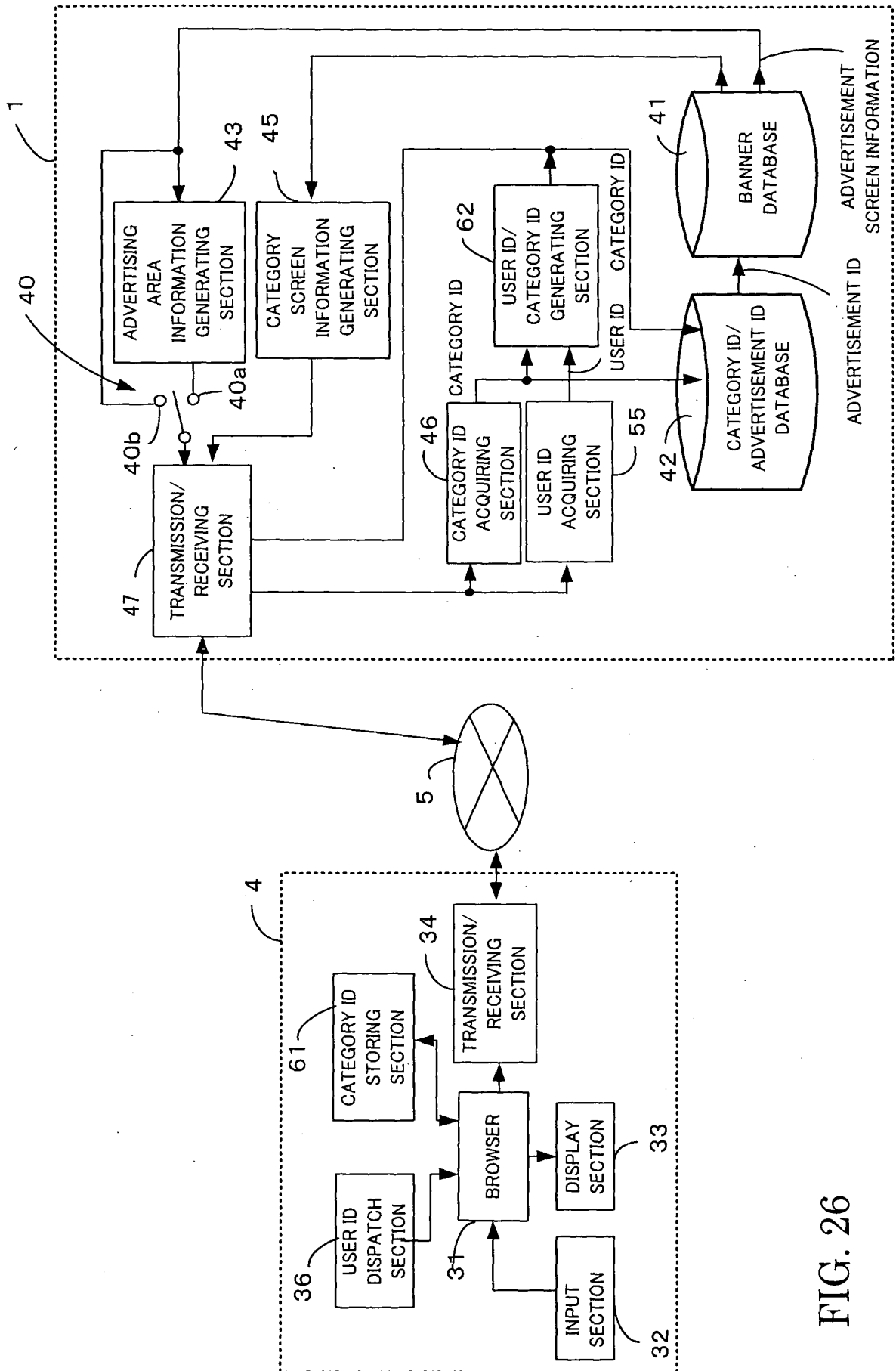


FIG. 26

FIG. 2 7

User ID	User Name	Selected Category ID
1	SUZUKI	1

FIG. 3 0

User ID	User Name	Selected Advertisement ID
1	SUZUKI	3,5,8,...

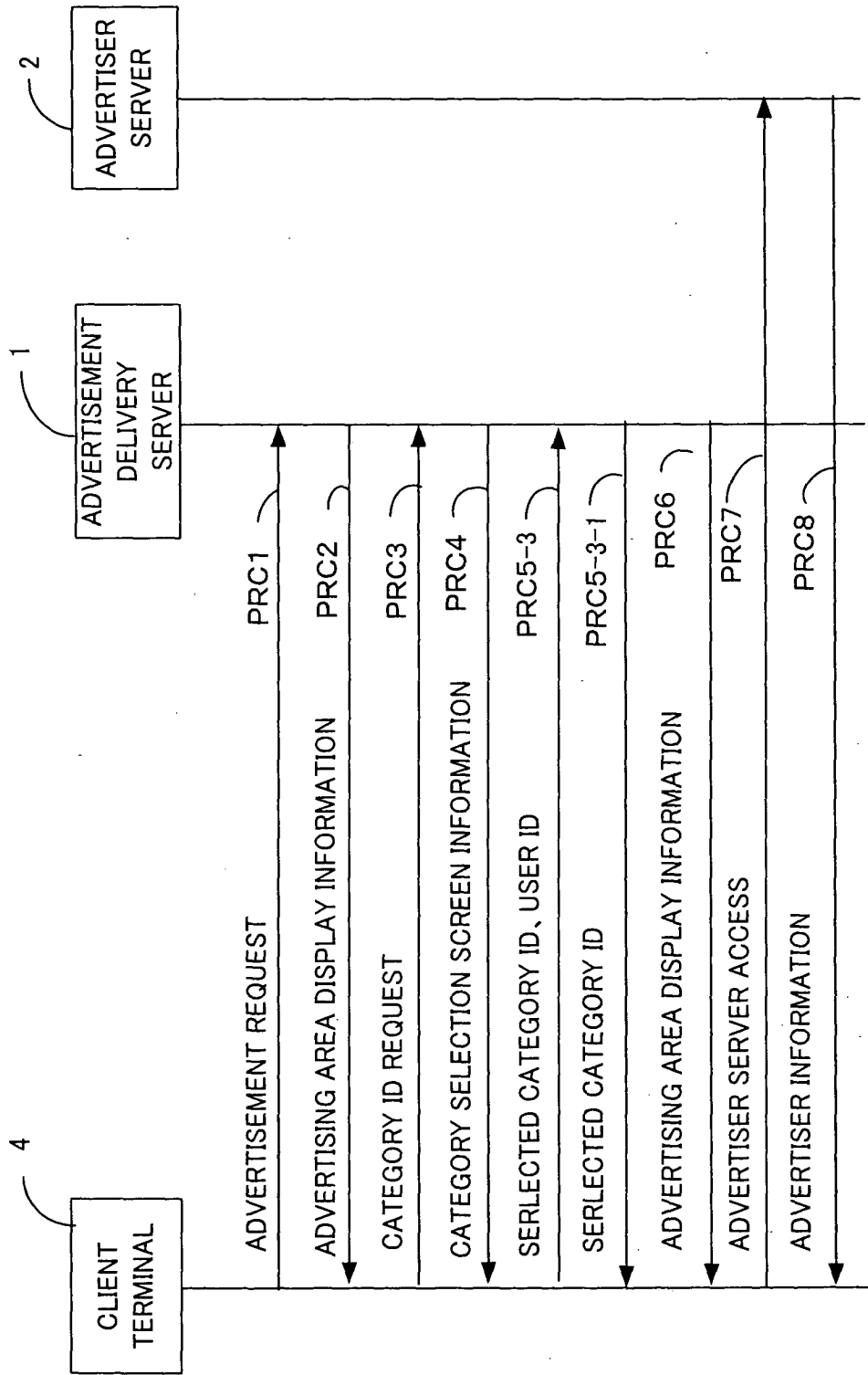


FIG. 28

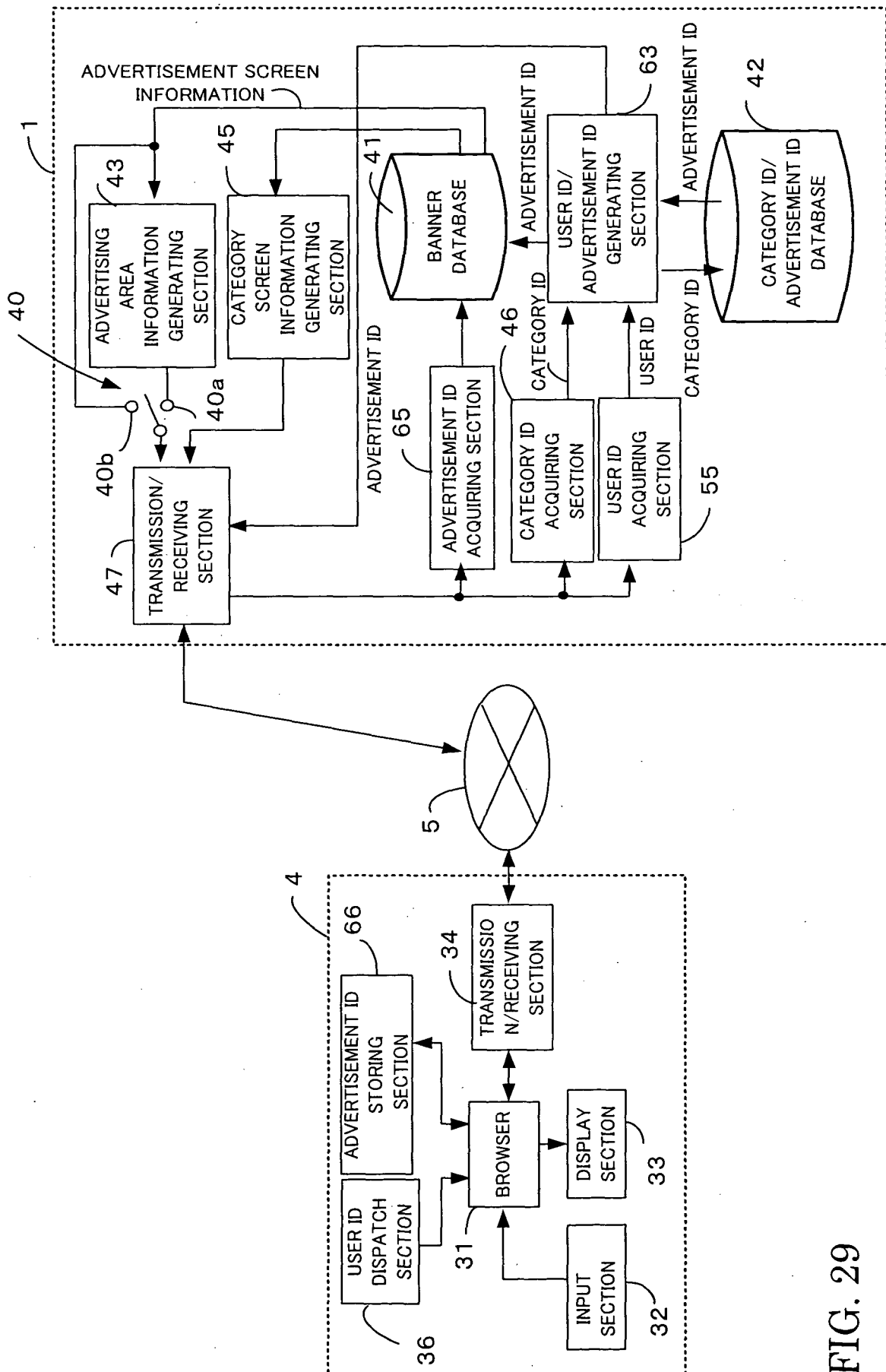


FIG. 29



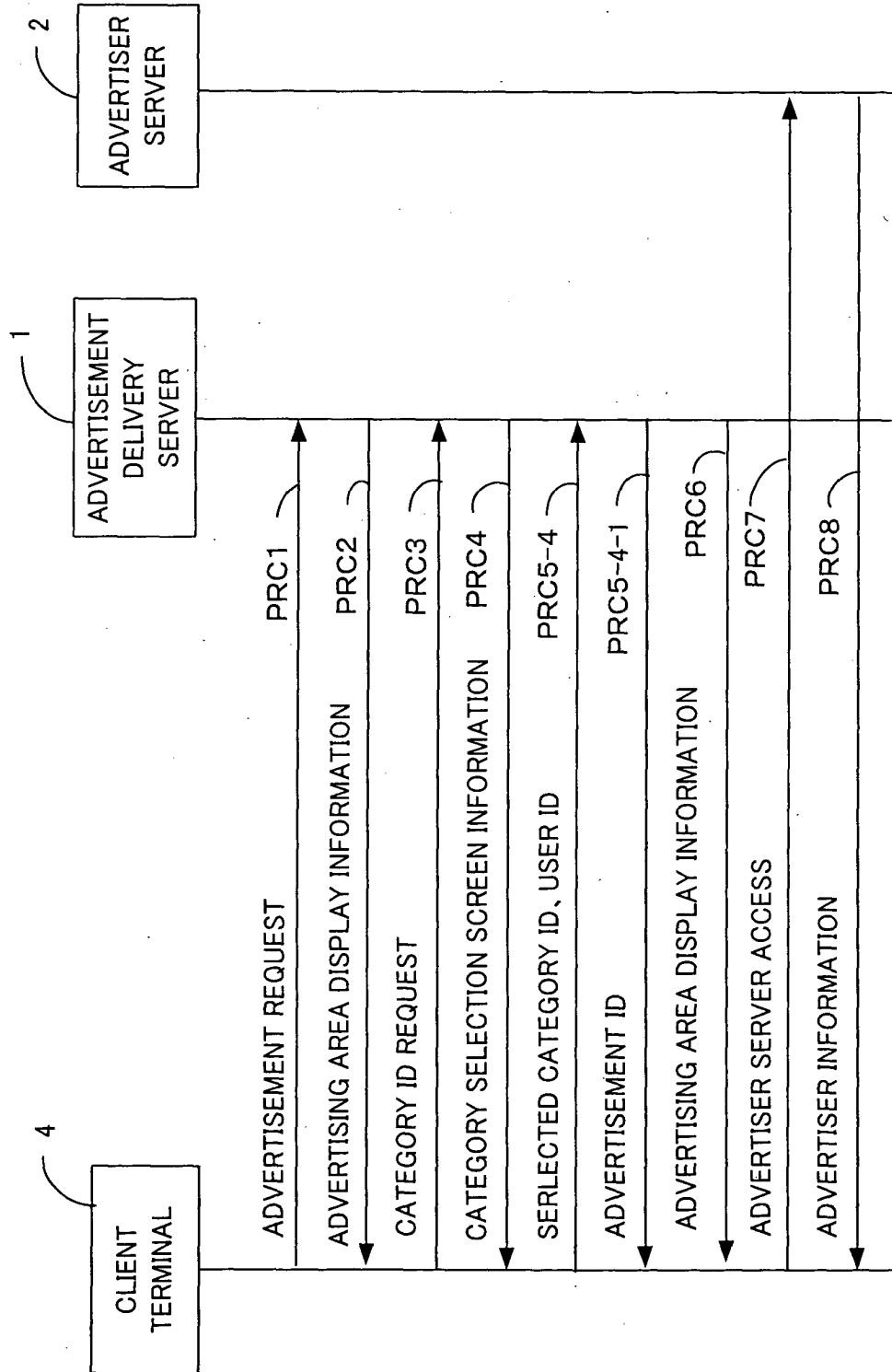


FIG. 31

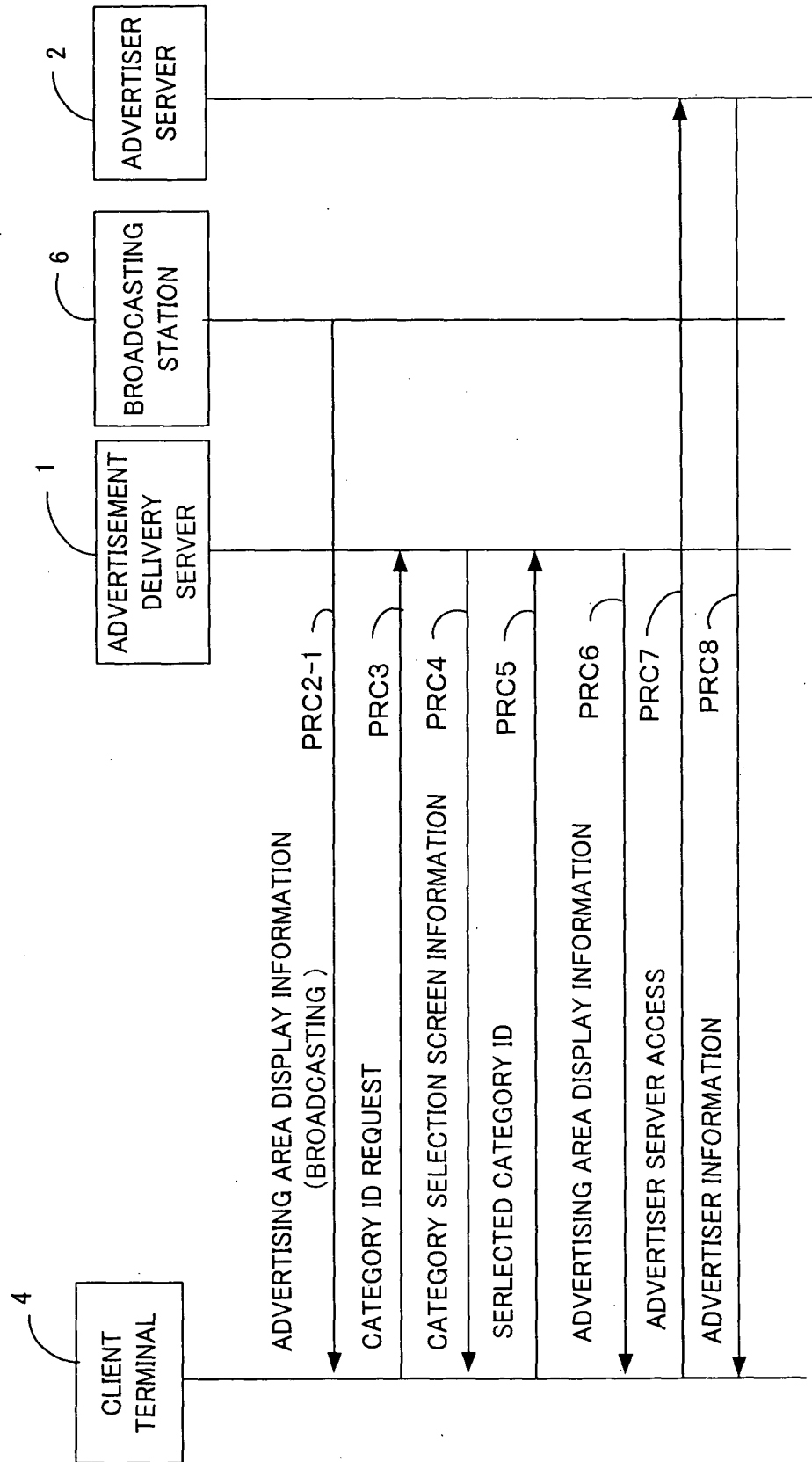


FIG. 32

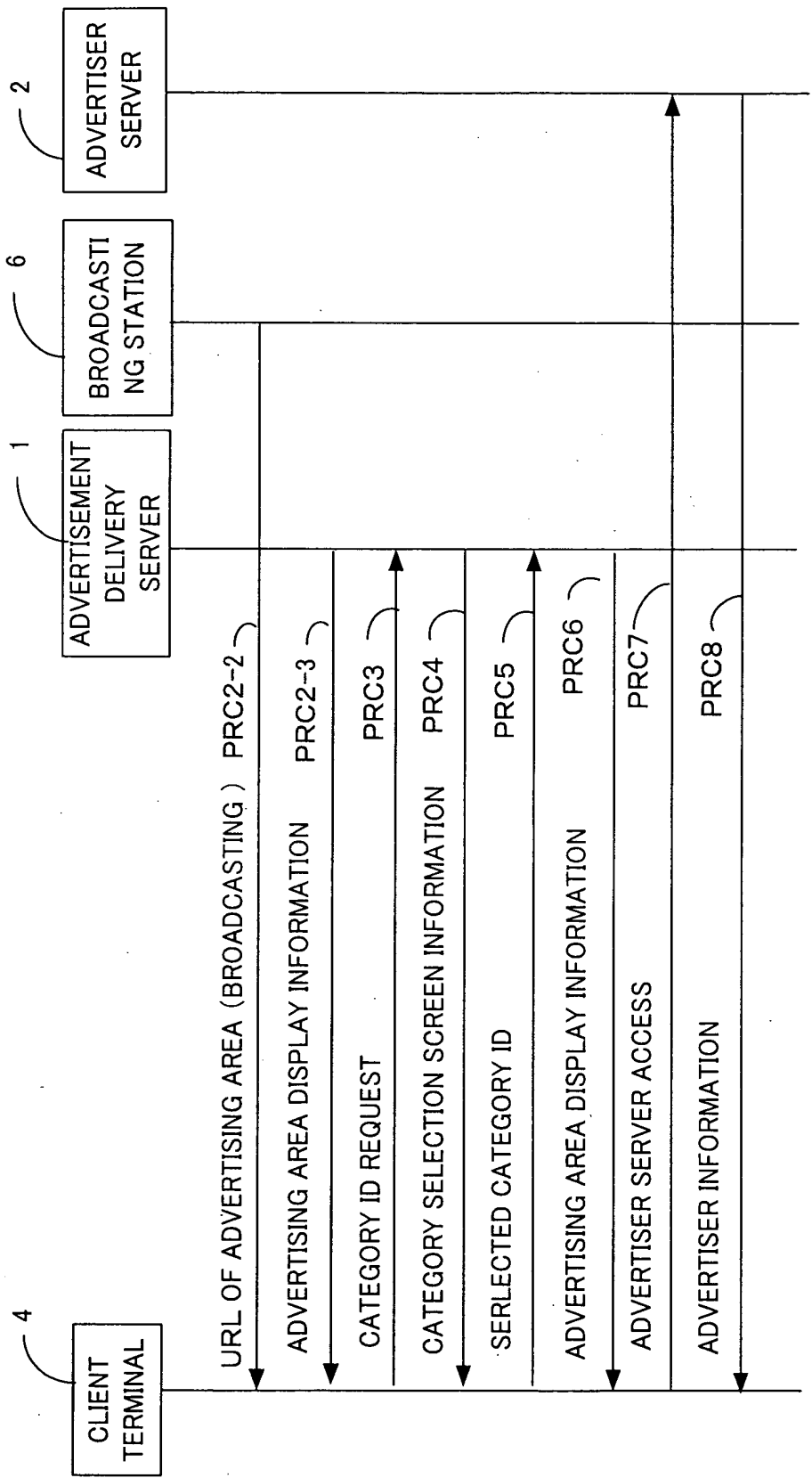


FIG. 33

FIG. 34

